CRC
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(212) 867-9333

June 25, 1979

Ms. Jeanne Bonhomme
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Dear Jeanne:

Enclosed is a proposal for an advertising testing system for Philip Morris Products.

David and I enjoyed preparing this. It gave us the opportunity to think through, independently, how to best apply the T-Scope process to your advertising testing needs. I reviewed David's thoughts. And, he reviewed mine. Since we've worked together for three years, there was considerable agreement (which was very comforting). But, we each found something to add to the recommendation (so our combined efforts were not totally redundant). We want to thank you again for setting up the meeting the other week. We were, indeed, stimulated by the issues raised by you, John Zoler and Al Udows and look forward to your further comments.

Cordially,

Ronald G. Nelson
Executive Vice President

RGN:gf
Encl:

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